Hi Marley Gains Control with IaC
Increasing Speed and Improving the Developer Experience

The Customer

Hi Marley is the intelligent communication platform for the insurance industry. Built by people who know and love insurance, the platform enables hassle-free texting across the entire ecosystem, empowering insurance professionals and delighting policyholders. Hi Marley is empowering the world's leading insurance carriers to reinvent the customer and employee experience.

The Challenge

As the team and company grew, productivity began to wane and Hi Marley's applications grew increasingly complex and slow. There was a knowledge gap around DevOps and best practices. Limited environments were available and were being deployed manually. The lack of automation, proper workflow tools and methodologies were creating a suboptimal developer experience.

The leadership team at Hi Marley sought to regain total control of their environment by migrating from a Rackspace-managed AWS environment to a self-managed AWS account using Infrastructure as Code and DevOps best practices. They did not want the work strictly done for them, but rather a "do it with me" approach.

Our Solution

Infrastructure-as-Code was used to create and manage Cloud infrastructure, enabling the creation of multiple application environments in a consistent, repeatable manner. AWS Organizations was leveraged to manage IAM so the team could have a login to centralize the identity management and set up organization-wide control policies. DNS architecture and management was set up through Route 53.

The team began to address Business Continuity Planning and DR by provisioning a new AWS account and deploying VPC with all of the associated resources. IAM roles were established and policies updated for users to assume those roles in DR. Data replication and DR domains were set up. Automated backups were set up of the product environment.

The Caylent team then improved the developer experience and each with which local environments could be created. Applications were containerized to take advantage of Serverless Kubernetes and the Hi Marley team was trained on best practices.

Results and Benefits

The velocity of the organization is dramatically faster than when Hi Marley began the engagement with Caylent. The migration was completed on time and on budget. The infrastructure is now nearly defined 100% by code, whereas pre-migration, no IaC was used. This means that environments are now spun up in days vs. several weeks previously. Hi Marley now has complete control of their environment and has improved the developer experience.

The next phase of Hi Marley's infrastructure modernization includes a MongoDB migration, redefining and improving the CI/CD pipeline, improving their fault tolerance through multi region replication, further work on the Backup and DR environment and doing the groundwork to comply with SOC 2 requirements.

About Caylent

Caylent is a cloud native services company that helps organizations bring the best out of their people and technology using AWS.

Caylent's core practice areas include Cloud Migration & Modernization, Cloud Security, Cloud Native Application Development and Cloud Managed Services. We deliver through an agile, iterative approach which can be administered through a scoped project or as an elastic capacity subscription model based upon the best fit for your needs.

Key AWS Services
- S3
- Route 53
- Organizations
- EKS Fargate
- DynamoDB
- RDS

> "Caylent has been an excellent partner and thought leader for Hi Marley. The team has consistently delivered on high value projects and worked with our internal SRE team, providing guidance and a best practice approach to building out our AWS infrastructure. We recently expanded our engagement to further develop our SecOps function, a testament to the excellent work the team has done this year."
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> *John Miller, CTO*